

**Minutes of the Waukegan Park District
Special Meeting
Golf Advisory Committee Meeting
December 16, 2010**

The Board of Commissioners of the Waukegan Park District and staff met for a Special Meeting to hold a Golf Advisory Committee Meeting on December 16, 2010 at 7:00 p.m. at the Bonnie Brook Clubhouse, 2800 North Lewis Avenue, Waukegan, Illinois.

I. Call to Order

Chairman Duffy called the meeting to order at 7:00 p.m. and directed the roll.

II. Roll Call

Chairman Duffy and Commissioner Sarocka were present. Absent were Commissioners Foley and Motley. Also present was Executive Director Greg Petry, Superintendent of Finance and Administration Jim Glogovsky, Superintendent of Parks Mike Trigg, Staff Greg Benson, Mike Steele and Tim Govern. Committee members and others present were R. Seremak, E. Keirnan, D. Dieck and W. Lindquist.

The following information was presented by staff at the meeting:

Tim Govern

- Following a couple of years of significant increases, this year saw rounds just slightly up at Bonnie Brook, however, revenues are flat. Jim will discuss numbers on this more in depth.
- League play was very strong and this year's leagues are expected to return next year. In addition, an additional league may be added on Monday nights.
- Permanent tee times were up a couple over 2009. Hope to increase again this year.
- Special events, especially the evening nine hole events, were well received. We were able to use the new patio furniture, and Tim felt that overall, golfers were pleased with the events.
- Junior program and options were up a little. Would like to see this grow for next year.
- Fortunate that Commissioner Duffy was able to work and get the Howie Robinson Learning Center operating, this was a big help from a lesson standpoint. After the first of the year, will look into more promotion of the center.

- Awards program continues to be popular. Golfers appreciated it and it did create some loyalty going forward. Discussion with Commissioner Sarocka about the program.
- Goal of increasing database to 4,000 names and addresses was reached this year. Will continue to capture information in this cost effective form and use it for promotions and marketing.
- Banquet business is growing under Mike Steele's direction.
- Overall, tremendous year in 2009, fell back to 2008 numbers this year. Will continue to market to increase play and participation.
- Future goals include a junior player development program, including events at Greenshire. Tim wants to be personally involved with the teaching. Also wants to promote adult/junior events better, give presentations at schools, use last evening tee times, and keep ahead of the curve from a marketing technology standpoint, with information kept up to date. Filling underutilized tee times continues to be a goal, along with promoting nine hole golf better.
- Good progress with staff training, continue to work on professionalism and customer service skills.
- Overall, Tim feels very fortunate. He believes we furnish a good product here and is glad to have Greg Benson caring for the course. Optimistic that we will continue to grow the business. Will dedicate 100% effort to this goal.

Extensive discussion followed and questions were answered.

Mike Steele

- Just completed first year. Has learned a lot and enjoys being here. Has made friends with the golfers. Staff is great to work with, has made his job easier.
- Food and Beverage revenues are up when compared to 2009. Bar and restaurant is up and banquets are significantly up. Sales are in weddings, one in 2009 as compared to five in 2010. Already have eleven booked or reserved for coming season. Also increases in quinceaneras, which are formal and similar to a wedding. Small events are up too, including baby showers, anniversaries, etc. Mike is pleased with number of events being booked.
- Aggressive marketing strategy for events may be the reason for the increase. Have used radio and print ads, and Tim has established a good e-mail contact system. Also have had coupons for dinners, and this seems to bring more awareness.

- Mike is expecting a strong 2011. He has sought feedback on events to tailor these to the guests and attract new guests as well.
- Food service has supported golf outings well.
- Will continue to work with staff on customer satisfaction and ideas to make Bonnie Brook fun for the golfers.

Discussion followed. A question about menu revision was raised and Mike indicated he will be focusing on this. In addition, there was an extensive discussion about the food and beverage business at Bonnie Brook and its impact on restaurants and bars in the area.

Greg Benson

- Greg had a report explaining what happened to greens in the area during the winter, as well as the past summer. The reports were circulated and discussed.
- Discussed how he and his staff worked to bring the greens back from the damage. He also described preventative steps taken to help keep this damage minimized.
- Greg explained overseeding process and its impact on the course along with grass types and their life cycle.
- Mike Trigg noted that Greg took preventative measures this year that we anticipate will lessen the weather's impact on the course.
- Greg noted that they will continue to work on the greens as well as research the best products for the course. He recently attended an Illinois Turf Grass seminar and shared some of the information he received.

Building and Course Improvements - Mike Trigg

- Ongoing course preparations, mowing and trimming were routinely performed, but there were many other small projects undertaken and completed. Thanks to the good fall weather, much was accomplished.
- Highlights included improvements of the 13th fairway. Commissioner Sarocka commented on the hole #13 mound, and moving the sprinkler head to the rear of the mound. Greg Benson noted that lack of irrigation was an issue in that area.
- Discussion took place on possible changes to the women's tee on #13.
- There was a discussion about the pond on #13. It was noted that changes would need to be discussed with the Army Corps of Engineers.

- Greens replacement was discussed, along with seeding types, expansion and history of green repairs.
- Ellen Keirnan asked about building up the berm on #2 due to incoming balls from the driving range. Solutions to the issue will be researched.
- Discussion about the effect of storms on the trees. Some were damaged; a lot of tree pruning was done.

Financial Report - Jim Glogovsky

- Jim reviewed the calendar year financials for Bonnie Brook, Greenshire and food and beverage operations.
- Bonnie Brook is up \$55,000 from 2009, with expenses up \$33,000 and income up \$22,000. Rounds were up 1,361 primarily due to pass play and discounted rounds.
- At Greenshire, revenue was down \$22,000 from 2009. Expense were up \$4,000 and income was down \$18,000. This is presumed to be due to the hot weather, as beginners and families prefer not to play in the hot, humid conditions.
- In food and beverage, the January through November numbers are not an accurate reflection when compared to 2009-10 due to food and beverage being closed for renovation from January through May, 2009. However, from June through November 2010, revenue is up \$40,000, expenses are down \$29,000 and income is up \$69,000. Booking of weddings and quinceaneras are growing each year, with one in 2009, 8 in 2010 and 15 tentatively booked for 2011.
- Golf rates will be increasing in some categories. Most pass prices are increasing less than 3% and there are no cart fee increases.
- Explained the two new programs, "Refer a Friend and Save" and "Friends of the Military". More details are on the golf rate sheet handout that was distributed.

III. Questions and/or Comments

Rich Seremak noted that Tim, Mike, Greg and Tony are doing a great job.

Ellen Keirnan stated she is looking forward to the customer appreciation event on Saturday.

Dan Dieck expressed his displeasure at any expansion of the food and beverage operations.

Rich Seremak discussed the awards program for merchandise and food.

IV. Next Meeting

The date of the next meeting is to be determined.

V. Adjournment

Motion by Commissioner Duffy, seconded by Commissioner Sarocka, to adjourn the meeting. Meeting adjourned at 9 p.m.

Respectfully submitted,

James Glogovsky
Acting Secretary

JFG:ss